

March 21, 1955

TO: T. Callahan, Director, Public Relations

RE: "The Best of College Singing"

Ned Dana recently asked if I, for P.R. and through my Male Call connections, would help him in a new project of the Recording Department. This idea we would like to submit to the Business and Public Relations departments for their considered opinions.

The project: A new 12" LP containing selections by the best college singing groups in the New England and Ivy colleges. (both male and female groups)

With the approval of the Executive Committee we would like to go ahead immediately on what promises to be a long hard job. It will entail making tapes of the groups ourselves and then choosing the best from those. We will be able to get the Yale groups at the Glee Club Jamboree and there is a big college singing fest at Skidmore on April 22 that we would look into. If we could persuade some of the fraternities and colleges to invite girls' groups down for Frat. and College weekends we could save some trips and get tapes then. Traveling expenses can be paid by (1) a recording job we hope to get from a Mt. Holyoke group, (2) a possible sponsored and aired "Best of College Singing", and, of course, (3) the travelers themselves and final profits from the finished product. I needn't point out the pecuniary success of our past recording venture, and there is no reason why the above project should not prove equally rewarding.

R.S. Roberts, Jr.
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Song fest at Conn. in fall.

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